

Newton Business Advisory Committee

August 21, 2013 – 3:00 to 5:00

Location: Council Room

Agenda

Open Meeting	John Stiver
Review of Minutes	Rob Powell
Master Economic Plan	John Stiver/Rob Powell

- Review
- Set priorities
- Add or delete recommendations

Branding	John Stiver/Rob Powell
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- Three killers of branding
 - Local politics
 - Lack of champions
 - Lack of money (both public and private)
- What to do
 - Make a list of activities that really set your community apart from everyone else.
 - Draw a line through the items that are static or never changing, such as local museums, statues, or static displays that people would usually see only one. If your focus is on a “been there, done that” attraction, it won’t be sustainable.
 - Now look at the major market you are hoping to attract people from. Draw a big circle—a couple hours’ drive—around that market area. Make sure no one in that circle has what you have on your list. If they do, cross it off—your attraction won’t be unique to your market.

Next Meeting Date: Wednesday, September 18, 2013

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